

Nilalaman

SEKSYON 1

Introduksyon

1.01

Ang Panan at Balintunaan:

Mechanismo ng Media at Lipunan

Josefina M. C. Santos 3

Mga Gawain 15

1.02

Pano Magbasa ng Textong

Media at Lipunan?

Arlanda B. Tolentino 16

Mga Gawain 31

SEKSYON 2

Media at Ekonomiya

2.01

Introduksyon

Josefina M. C. Santos 35

Mga Gawain 41

2.02

Ang Globalisasyon ng Media

Josefina M. C. Santos 43

2.03

Ang Celebrity at ang Paglaganap

ng Reality TV sa Pilipinas

Jonnabelle V. Asis 52

2.04

Media, Marketisasyon, at Globalisasyon

Sarah Raymunda 60

2.05

Stealth Advertising: The Blurring of the
Line between Advertising and Program
Content in Selected Breakfast TV Shows

Eleanor L. Agulto 71

2.06

Ang Network at Industriya
ng Tambiyolo at Tiket:

Media at Sugat sa Lipunan

Jema Pamintuan 83

SEKSYON 3

Media, Politika, at Pamumuno

3.01

Introduksyon

Josefina M. C. Santos 101

Mga Gawain 105

3.02

Midya at Pasismo

Gonzalo A. Campoamor II 107

3.03

The Politics of Film Censorship

Nicanor G. Tiongson 122

3.04

The Press as the Fourth Estate

Luis V. Teodoro 129

3.05

Blogging and Journalism in the Philippines:

Journalistic Blogging for the People

Danilo Araña Arao 153

A Bloggers' Code of Ethics 154

Healthcare Blogger Code of Ethics 158

3.06

Media at Estado

Rolando B. Tolentino 162

3.07

Pagwasak ng Monopolyo

sa Impornasyon ng Diktadura

Dante L. Ambrosio 172

SEKSYON 4

Media at Kultura

4.01

Introduksyon

Rolando B. Tolentino 187

Mga Gawain 189

4.02

Wika at Media

Rolando B. Tolentino 191

4.03

Goin' Bulilit, Goin' Parental

Rommel Rodriguez 199

4.04

Pinoy Big Brother Season 3 Audition:

Ang Pulitika ng Auditioning,

Isang Emikong Pagdanas

Clod Marlan Krister V. Yambao 207

4.05

Disaster at Media

Rolando B. Tolentino 229

4.06

Phinotshop at PinacQUIAO na Larawan

at Lipunan: Manny PacQUIAO bilang

Nireartikulang Politiko-Kultural na Texto

Mykel Andrada 238

SEKSYON 5

Media at Ideolohiya

5.01

Introduksyon

Rolando B. Tolentino 249

Mga Gawain 251

5.02

Mga Laslas at Bikig sa Lalamunan:
Ilang Konseptuwal na Balangkis sa
Pagsusuri ng Kulturang Popular
Eulalio R. Guieb III 253

5.03

Mula *Wowowee* hanggang *Ultra*:
Pagtukoy sa Usapin ng Uri
at Ideolohiya
Ongy Pangilinan 265

5.04

Media at Relihiyon
Rolando B. Tolentino 285

5.05

Ang Komodipikasyon ng Kalusugan
sa Radyo at Telebisyon
Josefina M. C. Santos 296

5.06

Mga Bakla sa Internet
Fernando A. Austria Jr. 305

Paglaking Bakla 307

Ang Internet: Para sa Bakla
o Laban sa Bakla? 311

Mga Motibo ng mga Bakla
sa Paggamit ng Internet 314

Daing ng Isang Discreet 315

Mga Kuwento ng Buhay Bakla
sa Internet 317

SEKSYON 6

Media at Kulturang Pagbabago

6.01

Introduksyon

Rolando B. Tolentino 323

Mga Gawain 325

6.02

Ang Tradisyon ng Pahayagang
Radikal sa Pilipinas
Dante L. Ambrosio 326

Pahayagan ng Rebolusyong 1896 327

6.03

Media, Eleksiyon, at ang Politikal na
Re(Imahe)Nasyon: Ang Muling Pag-aakda
sa Campaign Jingle na "Naging Mahirap"
Mykel Andrada 336

6.04

Bagong Midya at Responsableng
Paggamit ng Teknolohiya
Danilo Araña Arao 349

Etikal na Pamantayan ng mga Blogger 350

Kaso ng Blog ni Ella 354

6.05

Media, Gitnang-Uring Panuntunan,
at Limitasyon ng Posibilidad

Rolando B. Tolentino 367

APPENDIX

Media and Society Course Syllabus

Comm 140 Course Syllabus 379

Index 389

Tala sa mga Kontribyutor 415

Tala sa mga Editor 419

Course Syllabus

COURSE CODE & NUMBER:	COMM 140
COURSE TITLE:	Media and Society
COURSE DESCRIPTION:	A critical analysis of how media shape and are shaped by the structures of Philippine and global society
PREREQUISITE:	COMM 130 (formerly COMM 140), JS, 3 u. of Philippine History
COURSE CREDIT:	3 u.
COURSE OBJECTIVES:	<p>At the end of the course, the students should be able to:</p> <ul style="list-style-type: none">• analyze the different forces/structures that affect or shape the media;• describe the effects of media on the political, economic, social, and cultural aspects of communities; and• identify the relationship between media and social change.

Course Outline

- | | |
|---|-------------|
| I. <i>Introduction: Reading Media Texts</i> | (1 week) |
| II. <i>Media and Economics</i> | (4 weeks) |
| A. Media as Business | |
| 1. Creation of media products and services | |
| 2. Ownership and control of media products and services | |

3. Conglomeration and cross-media forms
4. Labor issues in media
5. Intellectual Property Rights issues
6. Advertising
- B. Globalization
 1. Spatialization
 2. Commodification
 3. Commercialization
- C. Impact of New Communication Technologies on Media
- D. Economic Impact of Audiences on Media Programs

III. *Media, Politics, and Governance*

(3 weeks)

- A. Media as Fourth Estate
- B. Media and forms of government
- C. Formal and informal controls on media
- D. Media and electoral politics

IV. *Media and Culture*

(5 weeks)

- A. Media and Ideology
 1. Media and values
 2. The bias of language; the bias of images
 3. Media and marginalization
- B. Media and Identities
 1. Media and the concept of self
 2. Media, race, and ethnicity
 3. Media, gender, and sexuality
 4. Media and the family
 5. Media and migration
 6. Ageism in media
 7. Media and class
 8. Media, religion, and spirituality

V. *Media and Social Change*

(3 weeks)

- A. Media, communication, and development
- B. Democratization of media products and services
- C. Alternative media

Course Requirements

Quizzes and Reports	50%
Midterm Exams	25%
Reports/Presentations	25%
TOTAL	100%

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Suggested Films

I. Introduction: Reading Media Texts

None

II. Media and Economics

Ibon Foundation, producer. 2001. *Kwadrang Daigdig*. Documentary. Quezon City: Ibon Foundation.

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Lumet, S., director. 1976. *Network*. Motion picture. USA: United Artists.

III. Media, Politics, and Governance

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